

WHAT IS CLAIMED IS:

1. A method of delivering content to an audience member over a plurality of digital mediums based on an audience member profile, said method comprising the steps of:

providing the audience member access to first and second digital mediums;

providing an audience member profile common to both the first and second digital mediums;

associating the audience member with a segment of audience members based on the audience member profile; and

delivering content to the audience member via the first and second digital mediums based on the association of the audience member with the segment of audience members.

2. The method of Claim 1, wherein the first digital medium and the second digital medium comprise a digital medium having a uniquely addressable interface to the audience member.

3. The method of Claim 1, wherein the first digital medium comprises a website , and the second digital medium comprises a digital medium selected from the group consisting of: a website, a cable system, a wireless communications system, and a non-web based Internet medium.

4. The method of Claim 1, wherein the first digital medium comprises a website, and the second digital medium comprises a digital cable system.

5. The method of Claim 1, wherein the audience member has a first unique identifier relating to the first digital medium and a second unique identifier relating to the second digital medium.

6. The method of Claim 5, wherein the step of providing an audience member profile further comprises the steps of:

collecting profile data relating to the audience member via the first and second digital mediums;

associating the profile data by associating the first unique identifier with the second unique identifier; and

storing the profile data in a common audience member profile in a database.

7. The method of Claim 1, further comprising the steps of:

identifying the segment of audience members with a segment identifier included in a segment-targeting cookie;

storing the segment-targeting cookie in a computer associated with the audience member; and

delivering content to the audience member based on the segment identifier.

8. A method of delivering content to an audience member based on an audience member profile, comprising the steps of:

receiving a request for a first website page from the audience member;

storing a cookie associated with the first website page in a computer associated with the audience member;

identifying a unique identifier for the audience member in the cookie;

associating the audience member with profile data based on the unique identifier;

associating the audience member with a segment of audience members based on the profile data; and

delivering content to the audience member based on the association of the audience member with the segment of audience members.

9. The method of Claim 8 wherein the step of identifying a unique identifier in the cookie includes the steps of:

determining the absence of a unique identifier for the audience member in the cookie;

setting a unique identifier for the audience member in a second cookie; and

storing the second cookie in the computer associated with audience member.

10. The method of Claim 9 wherein the audience member is associated with a default segment of audience members as a result of storing the second cookie in the computer.

11. The method of Claim 8 further comprising the steps of:

- providing a primary website that is related to the first website;
- providing the computer with a cookie associated with the primary website based on the initial absence of a unique identifier in the first website cookie, said primary website page cookie having the unique identifier for the audience member;
- providing a modified first website cookie containing the unique identifier for the audience member based on receipt of the primary website cookie; and
- storing the modified first website page cookie on the computer associated with the audience member.

12. The method of Claim 8 further comprising the steps of:

- identifying the segment of audience members with a segment identifier included in a segment-targeting cookie;
- storing the segment-targeting cookie in the audience member computer; and
- delivering content to the audience member based on the segment identifier.

13. The method of Claim 8 further comprising the steps of:
collecting profile data relating to the audience member; and
storing the profile data for the audience member in a database.
14. The method of Claim 13 wherein the step of collecting profile data includes collecting data from one or more sources selected from the group consisting of: a database, website page requests, advertisement requests, user survey data, direct response data, and website search requests.
15. The method of Claim 8 wherein the segment of audience members may be defined by rules that recognize any common affinity between two or more audience members.
16. The method of Claim 8 wherein the content is delivered to the audience member by a server selected from the group consisting of: an advertisement server, an email server, a streaming media server, and a website server.
17. The method of Claim 8 wherein the step of associating the audience member with a segment of audience members further comprises the steps of:
comparing the profile data of a plurality of audience members; and
forming a segment of audience members based on the comparison of audience member profile data.

18. The method of Claim 13 further comprising the steps of:
- periodically collecting additional profile data for the audience member; and
 - periodically determining which audience member segments the audience member is associated with, based on the profile data.
19. A method of delivering content to an audience member based on profile data, comprising the steps of:
- storing audience member profile data in a database;
 - associating the audience member with a segment of audience members based on the profile data;
 - identifying the segment of audience members with a segment identifier included in a segment-targeting cookie;
 - storing the segment-targeting cookie on a computer associated with the audience member; and
 - delivering content to the audience member based on the segment identifier.
20. The method of Claim 19 wherein the profile data includes information from one or more sources selected from the group consisting of: a database, website page requests, advertisement requests, user survey data, direct response data, and website search requests.

21. The method of Claim 19 wherein the step of associating the audience member with a segment of audience members further comprises the steps of:

comparing the profile data of a plurality of audience members; and

forming a segment of audience members based on the comparison of audience member profile data.

22. The method of Claim 19 further comprising the steps of:

periodically collecting additional profile data for the audience member; and

periodically determining which audience member segments the audience member is associated with based on the profile data.

23. The method of Claim 19 wherein the content is delivered to the audience member by a server selected from the group consisting of: an advertisement server, an email server, a streaming media server, and a website page server.